

John “Boots” Highland

Principal Front-End UI/UX Engineer

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Seasoned UI/UX engineer / web developer of 25 years, with 7 years experience developing and managing Shopify eCommerce websites. Specializing in modern, accessible, and performant layouts. Uniquely approaching web development from a creative, design perspective. Known for bulletproof code that works cross-browser, and is fully-responsive for all device sizes and types. Recognized for collaborating cross-functionally to maintain industry best practices, techniques and brand guidelines. Methodical with client relationships and technical assessments. Inquisitive, organized, with exceptional attention to detail.

Primary Skills

- Front-End Development
- Semantic / Accessible HTML
- Modern / Responsive CSS
- SCSS / SASS
- JavaScript
- Shopify
- React
- Next.js
- TypeScript
- Liquid Templating
- PHP
- MySQL
- CraftCMS
- Twig Templating
- CMS Planning/Design
- Adobe Photoshop
- Adobe Illustrator
- Figma

Professional Experience

Senior Manager of Web Development / Principal UI Engineer

Mizzen+Main • Dallas, TX • September 2018 – January 2023

Handled **front-end development**. Managed day-to-day running of website (Shopify). Ensured site updates aligned with strict **branding standards**. Worked cross-functionally to ideate, plan, and develop site updates and online projects. **Managed team** of back-end and junior developers. Represented eCommerce team as part of **company-wide leadership**. Boldly strived to uphold and promote company's established values.

- Successfully **led planning** and transition of old Shopify Liquid online store to new **React / Next.js / Shopify / "headless" CMS** environment in less than 6 months. Massive improvement in speed and performance contributed to company's largest annual revenue, beating previous Black Friday / Cyber Monday single-day sales records by 40%.
- Overhauled datalayer and tracking events, and worked with 3rd-party partners to optimize / streamline GTM tags. Installed custom Heap integration, resulting in more robust tracking of customer behavior, facilitating more effective marketing ad spend.

Senior Web Developer

Good Work • Dallas, TX • November 2015 – September 2018

Developed **award-winning client websites** from start to finish using designs supplied by in-house designers. Primarily developed with **CraftCMS**, along with some **custom Shopify sites**. Built custom content management interface for each client. Skilled in managing multiple site builds simultaneously.

- Built massive new content-managed site for the Gladney Center for Adoption (adoptionsbygladney.com), one of nation's largest adoption agencies. Ideated and executed "Find a Family" registry for expecting

mothers to find best-matched adoptive families. Site won 2016 DSVC Bronze Award. Client reported significant increase in interest for adoption services following rollout of new branding/website.

Senior Web Developer

Switch • Dallas, TX • September 2011 – November 2015

Developed and managed wide range of client websites - start to finish - including major restaurant chains, banks and financial services firms, and large B2C retail stores. Primarily developed using ExpressionEngine, and a few custom WordPress themes. Built custom content management interface for each client. Able to manage multiple simultaneous site builds. Won multiple DSVC and AIGA awards.

- Built massive new content-managed site for the Gladney Center for Adoption (adoptionsbygladney.com), one of nation's largest adoption agencies. Ideated and executed "Find a Family" registry for expecting mothers to find best-matched adoptive families. Site won 2016 DSVC Bronze Award. Client reported significant increase in interest for adoption services following rollout of new branding/website.

Flash/Web Developer

AM Design • Dallas, TX • December 2004 – September 2011

Specialized in large-scale Flash websites for large clients, including major retail chains, major Christian ministries, and mega-churches across the country.

- Built large-scale, immersive Flash experience websites for the annual Passion Conferences, an international series of conferences for Christian youth.
- Built elaborate Flash experiences for major retail companies to promote various internal and external events and promotions. Clients included AT&T, Sonic Drive-Ins, Dr Pepper, and NEC.

Career Highlight

Jordan Tourism Board North America

Website Design / Website Development • Launched October 2004

Commissioned by the Hashemite Kingdom of Jordan to build a new website for the Jordan Tourism Board North America. The website was the vehicle for a major push by the Kingdom of Jordan to promote the country to American tourists. Website was personally unveiled by King Abdullah II at an international tourism conference, and was a huge success for the Board. Invited to Jordan for a VIP tour of the country, including a visit to the Royal Palace, upon launch of the site.

Education

Texas Christian University

1987 - 1990

Music Education